

Figure 1

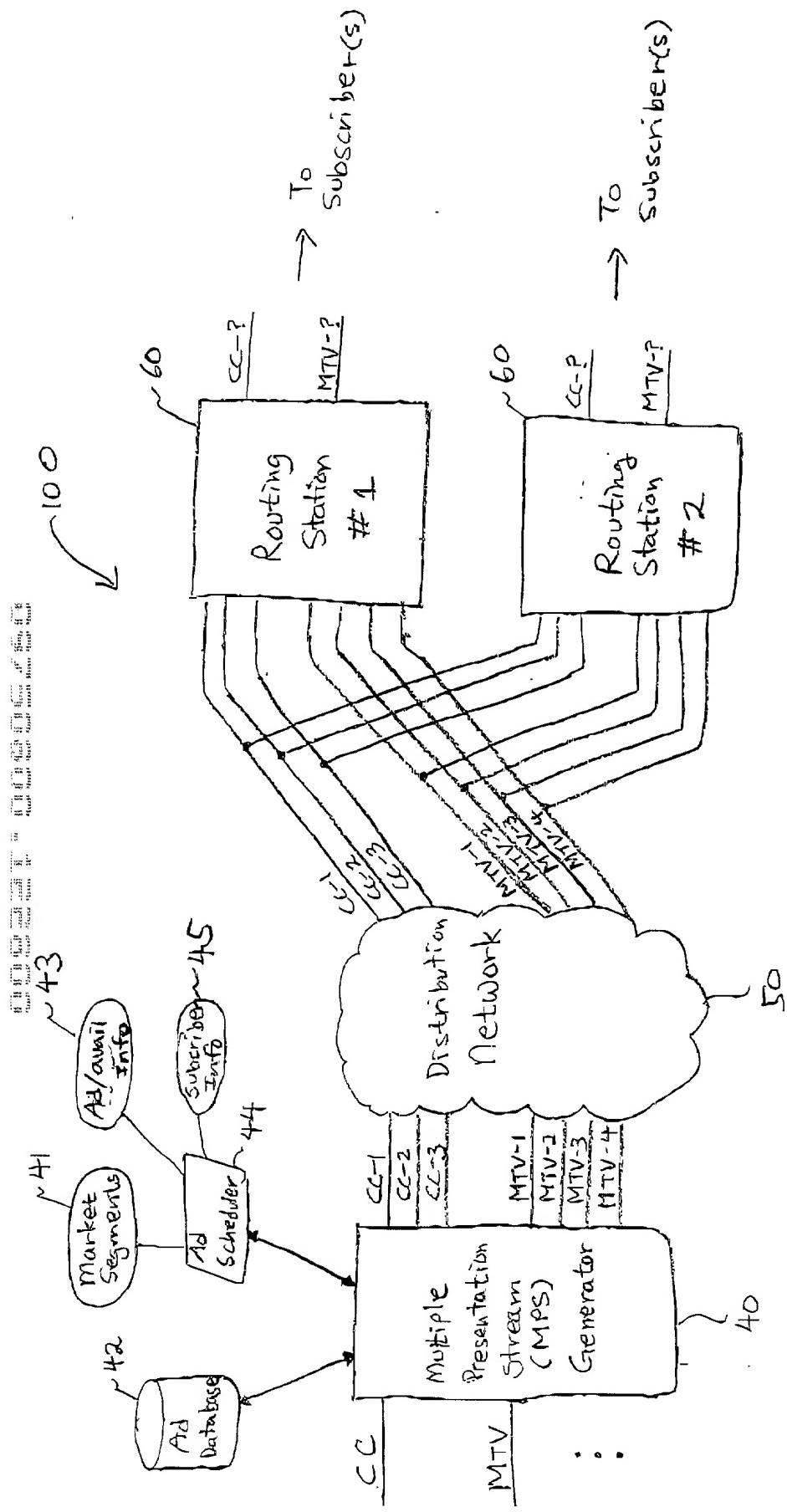


FIG. 2

FIG. 3.

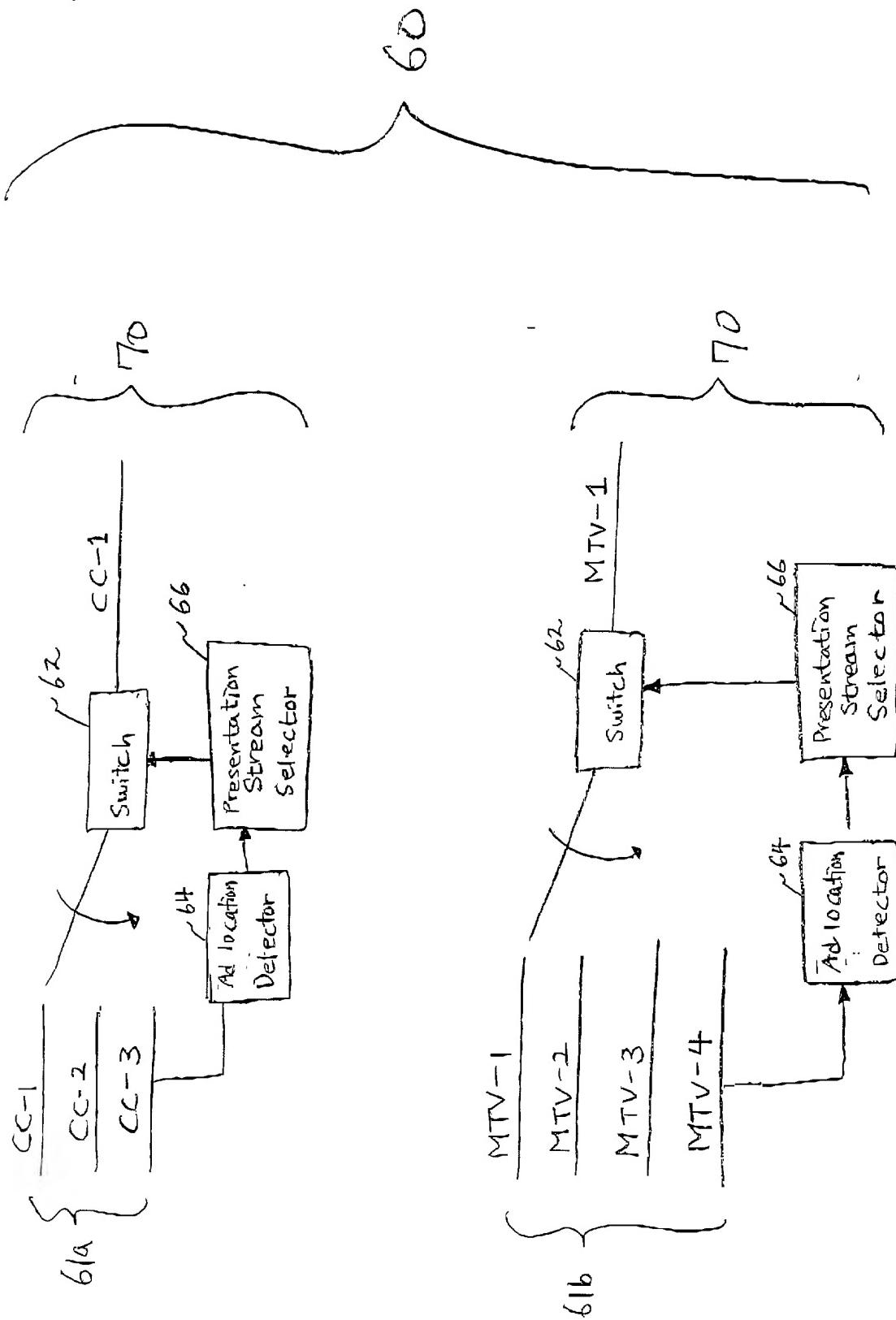
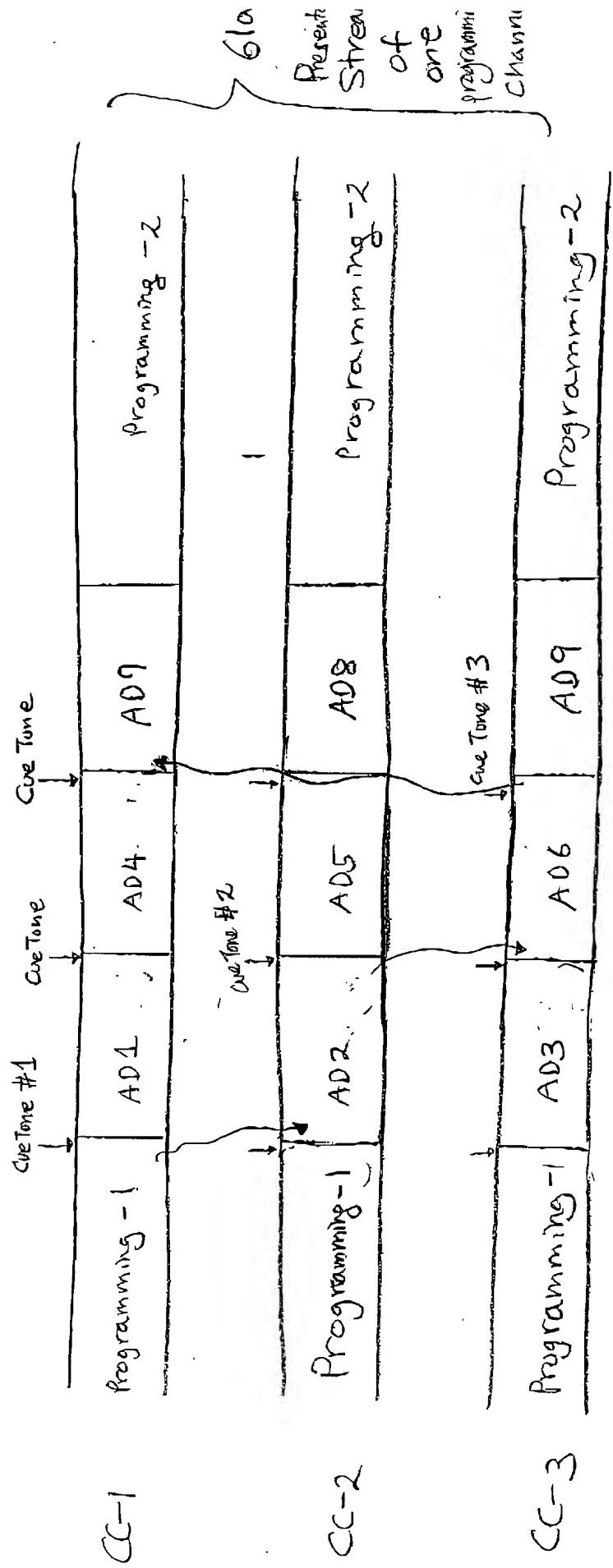


FIG. 4



F1 G. 5

	Network	UPCI	Avail Time Range	Ad	Segment	BpID
E1	MTV	05	20:01:00-20:18:00	Joe's Bar and Grill 1	College or Wealthy	178
E2	MTV	05	20:01:00-20:18:00	Kim's Cosmetics 1	Women	185
E3	MTV	05	20:01:00-20:18:00	Joe's Bar and Grill 3	Elderly	100
	MTV	05	20:18:00-20:44:00	Joe's Bar and Grill 2	Blue Collar	145
	MTV	05	20:18:00-20:44:00	Moe's Tavern 2	Young People	122
	MTV	05	20:18:00-20:44:00	Bill's Autos 1	Wealthy & Elderly	197